SOME CHARACTERISTICS ASSOCIATED WITH THE MOST LIKED
AND LEAST LIKED OUTER GARMENTS IN THE
WARDROBES OF PEOPLE AGE 65 AND OVER

by

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INTRODUCTION

People age 65 and over are becoming an increasingly large segment of the population (12, 16). Maintenance of income in the later years is and will continue to be one of the critical problems for the aged (12). Many older people find that the acquisition of clothing is a major problem related to limited incomes (6, 14, 15). The effect of clothing on the social and psychological needs of the aged was discussed by several authors (8, 18, 19).

Studies that deal with clothing preferences and problems of the elderly (3, 4, 6, 17, 18) and with clothing satisfactions and dissatisfactions of other age groups (2, 5, 7, 10) have been reported. However, no studies were found that were concerned with characteristics related to satisfaction and dissatisfaction with clothing among the elderly.

Home economists began to do research related to the social character of clothing during the post World War II inflation period. However, even today little is known about the use and flow of clothing through the wardrobes of families or individuals in any age group. Knowledge of the factors that influence the flow of clothing through wardrobes will furnish a basis for making recommendations to help avoid economic waste resulting from owning garments that are seldom or never worn.

The objectives of this study were (1) to study the influence of the following selected factors in the socio-economic environment that

affect the flow of the most and least liked garments of specified types through the wardrobes of people age 65 and over: (a) sex, (b) age, (c) level of education, (d) level of income, and (e) source of income; and (2) to compare data for the most and least liked garments on the basis of the following selected aspects of the acquisition, use, and disposition:

(a) reasons for liking or disliking garments,

(b) purpose for which garment was worn,

(c) manner in which garment was acquired,

(d) approximate cost or value of garment when it was acquired,

(e) frequency of wear of garment,

(f) length of time garment has been in wardrobe,

(g) length of time owner expected to retain garment in wardrobe,

(h) reason garment will be discarded, and

(i) what the owner eventually will do with the garment.

CHAPTER II

REVIEW OF LITERATURE

I. SOCIO-ECONOMIC AND PSYCHOLOGICAL ASPECTS

From 1930 to 1960 those age 65 and over in the United States pop-
ulation increased 149 per cent, while the population as a whole grew
only 46 per cent. There were more than 16.5 million people age 65 and
over enumerated in 1960. It is predicted that the 65 and over age group
will total 20.9 million at the time of the 1970 census for an increase
of 26.2 per cent over the 1960 figure (16). By the year 2000 the popu-
lation age 65 and over will be well over twice what it is now, and the
age group 75 years and over will increase three times (12).

In 1963 the Social Security Administration developed a method to
derive a variable poverty line based upon the size and composition of
the family and the amount of income remaining after allowing for an ade-
quate, minimum cost diet. This poverty index set $1,540 as the minimum
annual income for an individual and $1,990 as the minimum for two peo-
ple. Using this method, it was estimated that in 1963, 34.5 million
persons lived below the poverty level, and 5.2 million of these were
persons age 65 or older. There were an additional 1.7 million aged rel-
atives too poor to manage on their own who were not included in the
current count of the poor because they lived with families who were
above the economy level of the poverty index. This brought the total
number of impoverished aged to almost seven million, so that in 1963,

two-fifths of the population age 65 or older not living in institutions was subject to poverty (12).

In 1964 the Council of Economic Advisors drew the poverty level dividing line at an annual income of less than $3,000 for families of two or more and at $1,500 for a person living alone as an unrelated individual. According to this standard, the aged who live alone are by far the lowest in economic status. Of the three million women age 65 and over who live alone, two million were living in poverty. Among the aged men, 40 per cent of those living alone had too low an income (12).

The low incomes of the elderly cause problems related to clothing. Data from a 1952 survey in California showed that clothing ranked second among unmet needs of the elderly (14). Ebeling's (6) 1960 study of women age 60 and over found that the majority of the women would have liked to have more money to spend on clothes. At times they refused invitations if they did not have the right clothes for the occasion. About one-third of the women age 55 and over studied by Shipley (15) indicated they "sometimes" refused to go out because they lacked the proper clothes.

Clothing for the elderly has been receiving much more attention in the last two decades than formerly. This is partly because of the increasing number of older people, and partly because people are realizing the importance of clothing for the elderly. Havighurst (8) stated that clothing, in addition to being a need common to all people, is also a rational defense against aging. By dressing even more carefully than

younger people, older people can make better use of their physical
attractiveness.

Tate and Glisson (18) indicated that proper dress helps to develop
self-confidence and a feeling of security at any age. Therefore, active
participation in selected activities is to be encouraged, and being well
dressed is essential for group participation at any age. Dress was men-
tioned by Tupper (19) in three phases of his program for living for
older people. He indicated that they should pay more attention to dress
because people often feel better after getting dressed up. Older peo-
ple's desires to attend church services and to be attractive to young
persons are both complemented by paying more attention to dress.

Hoffman (9) stated that the broad objective in research in
clothing problems and clothing behavior of the elderly is to identify
problems and behavioral characteristics that may be age related.

> In conducting such research, considerable effort is directed
> toward a study of social, cultural, and economic background fac-
> tors and their relationship to clothing problems and clothing
> behavior in order to get a measure of the significance of these
> relationships compared with age as a main variable.

II. CLOTHING PREFERENCES OF THE ELDERLY

Tate and Glisson (18) reported a study in which interviews were
carried on with fifty older women in a small southern college town in
1959-1960. One part of the study produced the following order of impor-
tance for factors considered when purchasing outer garments: fit,
comfort, color, style, price, warmth or coolness, fiber, ease of care,
durability, and weight. The men considered comfort, then fit, the most
important factors in selecting outer garments.

In 1958 Sproul (17) completed a study of 100 older women in Manhattan, Kansas and their choices in medium priced daytime dresses. Forty-seven of the women were in the 55 through 64 age group and twenty-seven were 65 years of age or over. Navy was found to be the favored color choice, followed by medium blue and gray. The women preferred a plain fabric rather than a print. Over half of the women wanted a neckline with a collar. Most of the women preferred daytime dresses with a front opening buttoned to the waist with an underarm zipper. The second most preferred style had a front opening buttoned full length. Dresses with a front opening buttoned to placket depth below the waistline were the third choice of these women. Before age 55, the choice in sleeves was equally divided between sleeves above the elbow and those below. After age 55, there was an increasing preference for sleeves below the elbow.

Bader (3) conducted a study in Iowa City in 1963 with sixty active, ambulatory, socially-functioning women ranging in age from 65 to 93 years. Personal interviews were used to obtain the desired information from each of the women. The women were shown a list of ten factors which might be considered when buying a new dress and were asked to list the three factors which they considered most important. Bader pointed out that their out-loud thinking indicated that few of the women had a clearly defined idea of just what they did take into consideration. The factors judged to be of greatest importance were fit, color, and style; these ranked well ahead of price, ease of care, and comfort.

The women in this study indicated specific preferences for a coat-style notched collar or a V-neckline, below the elbow length sleeves (for a winter dress), gored skirts, and underarm plackets. They preferred a solid color fabric for a good dress, and a majority indicated a preference for blue.

Bader also found that there was a decrease in the average clothing interest scores for the older age group consisting of those women age 75 and over, and there was a statistically significant relationship between clothing interest and income.

Shipley (15) completed a study in 1962 in which she used a questionnaire to collect data from 148 women age 55 and over in the Cincinnati metropolitan area. Her main purpose was to determine older women's interest and preferences in clothing and to compare their preferences with the clothing selection available in the retail market. There were 68 women in the younger age group that included those age 55 through 69, while the older group with those age 70 and over consisted of 78 women. Both the groups had the same ranking for reasons for buying a dress: (1) style and fit, (2) price, and (3) ease of care. A significant number of women in the older group as compared to the younger group thought ease of care was the most important factor in selecting a dress, while a significant number of younger women thought design and fit were the most important factors.

The women were divided into three groups according to income, with those having an income of $1,999 and under being considered the low group and those with $4,000 and over being considered as the high group.

The women in the middle group had incomes ranging from $2,000 to $3,999.
A highly significant number of the high income group as compared with
the low group ranked price third as a consideration, and a significant
number put price second. The number of low income women who ranked
price the most important tended towards significance.

Shipley found some differences between the two age groups con-
cerning their specific preferences. Both groups preferred mid-calf
length skirts and solid colors. A majority of the younger women pre-
ferred dress openings at the side, while the older group was divided
between side openings and those to the hemline in front. The younger
group preferred short sleeves, while the older group preferred them
three-quarter length. Both groups preferred gored skirts, but the
younger group also liked the straight styles. The younger group pre-
ferred dresses with matching jackets, while the older group preferred
one-piece dresses.

There were also some differences in preferences between the high
and low income groups. Both groups preferred side openings, three-
quarter length sleeves, mid-calf length skirts, dresses with a collar or
a V-neckline on collarless dresses, solid colors, and a small print in
figured materials. The low income group liked one-piece dresses, while
the high income group preferred a dress with a matching jacket. The low
income group also preferred gored skirts, while the high income group
was divided between gored and straight styles.

In 1961 Bartley (4) interviewed 47 members of the Golden Age Club
in Manhattan, Kansas in order to identify preferences and problems asso-

ciated with the selection of certain outer clothing of women 65 years of age and over. The education of these women varied from less than seven through 17 years of school. Fifty-five per cent of the women had yearly incomes of less than $2,000.

Blue was found to be the preferred color, and other preferences included gored skirt designs, V-necklines, set-in three-quarter length sleeves, collars, front openings to the waistline with an underarm placket, shirtwaist dress designs, and jacket and two-piece dresses.

Expressions concerning becomingness, comfort, and ease of donning made up most of the reasons for preferences of color and garment design in clothing worn while doing housework. Over half the women preferred full-length openings and above-elbow sleeve lengths in this type of clothing. Ease of donning, ease of care, and comfort were stated most frequently as being considered when purchasing work clothes.

Expressions concerning becomingness made up most of the reasons for garment design and color preferences in ready-made winter dresses for church or social functions. Color, ease of care, and garment design were stated as being most frequently considered when purchasing good dresses.

Bartley found little significant relationship between socio-economic status and the expressed clothing problems and preferences. She indicated that, in general, these women were looking for "becoming color, line and style, simplicity, comfort, ease of donning, and ease of care . . .to feel attractively and suitably dressed for their age."

In the spring of 1960, Ebeling (6) helped initiate a study at
Michigan State University to gain an over-all view of the factors that
influence the social and personal aspects of clothing of women 60 years
of age and over. Questionnaires were distributed to 180 women living in
Lansing, Michigan and in rural or small town areas of Eaton and Clinton
counties in Michigan.

It was found that design and fit were the most important factors
in deciding which dress to buy for 50 per cent of the rural women and for
almost half of the urban women. Price and ease of care were similar in
importance to less than one-fourth of each group. Specific preferences
included a one-piece dress with a belt and a matching jacket or sweater,
a fitted bodice with a V-neckline, three-quarter length sleeves, and
calf length gored skirts. Approximately half the women liked an opening
which buttoned down the front, while the others liked a side zipper. In
the summer-time many liked dresses of sheer fabrics, although most
preferred opaque materials. Fabrics of subdued colors, basic colors,
and prints of small designs were preferred more than brighter colors and
larger print designs.

Ebeling found that place of residence, age, income, and social
participation were related to interest and selection of clothing for
women age 60 and over. More women age 60 through 74 had a stronger
interest in clothes than those age 75 and over.

The women were divided into three economic categories. Individ-
uals with a yearly income of less than $1,000 were placed in the low
category, those with $1,000 to $2,000 were put in the medium category,

and those with incomes of $2,000 or more were placed in the high category. More women in the low income group had difficulty in purchasing a pattern that fit than did those in the middle and high groups. A majority of the women in each category wished they had more money to spend on clothes; however, this desire tended to increase with a decrease in income. The tendency to purchase clothes as a means to "cheer up" appeared to be stronger in the high income group.

There was a relationship between the amount of social participation and the lack of appropriate clothing to wear to a social function, as well as whether or not the clothing worn had an effect on feeling at ease. Women who belonged to fewer than three organizations seemed to refuse more invitations for lack of appropriate clothing than did those who belonged to three or more organizations. Also the women who attended fewer organizations more often stated that their clothing affected their feeling at ease at a social gathering.

III. CLOTHING SATISFACTIONS AND DISSATISFACTIONS
AMONG VARIOUS AGE GROUPS

Cornell University Agricultural Experiment Station (5) sponsored a consumer satisfaction study dealing in part with men's shirts. Forty-eight men between the ages of 25 and 65 participated in the wear phase of the study. The men in both the wear and field studies agreed on the importance, for satisfaction or dissatisfaction with shirts, of the following factors: comfort, durability, performance while wearing, and performance over time. For general satisfaction, a higher level of com-

fort, fit, and appearance was required in a garment than of ease of care
and durability.

The reasons for choice of either the best or least liked, or most
or least satisfactory shirt were collar, fabric, general style, cut and/
or fit, appearance, performance, cuffs, and comfort. The collar in all
of its aspects far outweighed all the other features in importance to
satisfaction, and fabric was second. Comfort was implied much more
often than it was stated as a reason for choice.

For an Agricultural Information Bulletin published in 1951 (10),
a sample of 2,629 men aged 16 and older was taken from all over the
United States to learn about men's preferences among wool suits, coats,
and jackets. Very few of the owners of winter or year-round suits said
they were sorry that they had bought their newest suit. The degree of
satisfaction seemed to be related to the length of time they had been
wearing the suit. The more recently the suit had been purchased, the
more the owner rated his over-all feeling about it as "like it very
much."

The values found most important in the purchase of a year-round
suit were social approval and economy. Style was the most important
means for gaining social approval, while fabric was considered the most
important factor in economy. Orderliness and pleasure were next in
importance among the values, with comfort ranking still lower. The most
important means for attaining orderliness were fabric and fit; color and
style were the major aspects relating to pleasure. Comfort was attained
through fit and style.

A field study was sponsored by the University of Rhode Island Agricultural Experiment Station in 1959 to investigate consumer satisfaction with women's blouses (2). The data were collected by trained observers who watched all customers purchasing blouses in a sample of stores in four cities in the northeast. If the customers were willing, they were interviewed in their homes as soon as possible after buying their blouses, and then a second interview was held a minimum of ten weeks after the first so the respondents could know more about the use and care of their blouses. Out of 380 respondents, only one was actually in the 65 and older age group.

During the first interview right after the blouse was purchased, the components of satisfaction in order of importance were: (1) comfort, (2) becomingness, (3) ease of care, (4) fit, (5) appearance, (6) receipt of compliments, (7) looks well with other garments, and (8) suitability for a variety of occasions.

Fit, fiber and fabric, ease of care, and style and cut were given by large numbers of respondents as characteristics particularly liked in the observed-purchase blouses. Although color was one of the most important factors in selecting a blouse, once a suitable choice had been made, it was not considered important enough by three-fourths of the women to list among the particularly-liked characteristics of the blouses.

There were patterns of relationship between a measure of general satisfaction with a garment and the measure of specific components of satisfaction. No blouse was rated high in general satisfaction which

was rated below average in appearance, suitability for the occasion, or becomingness. Only one individual who rated her blouse below average in ease of care, comfort, or fit rated it high in general satisfaction.

The price paid for the blouse tended to be related to general satisfaction. The less expensive blouses (those costing three dollars or less) were reported as less satisfactory more often than the expensive blouses. Fit, style, and cut were the classes of reasons given most frequently for disliking a blouse.

Hall (7) completed a study in 1955 of some of the factors that contribute to satisfactions and dissatisfactions in the clothing of urban, low income families. She used questionnaire-interviews with the wives of 92 families in which the husbands' names were drawn from the payroll of a large industrial plant in a town of 6,000 population. The men made either $68 or $90 per week. The women ranged in age from 19 to 58 years, and their husbands' ages ranged from 22 to 63 years.

When specific garments were discussed, style and color were the factors mentioned most frequently by the wife as causing her the greatest satisfaction at the time of purchase. After the garment had been used, ease of washing and ironing were responsible for causing satisfaction. Most of the women could think of nothing they disliked when purchasing garments. After the garments were worn, almost half of the reasons for dissatisfaction were regarding wearing properties such as shrinkage, fading, and raveling; most of the other complaints were divided among care, fit, comfort, style, construction, and color.

Hall found that age, education, and the number of children were factors related to clothing satisfaction. The older age group (those 51 years and over) was more satisfied with their clothing, as were those with less education and those with less than three children. Most of the complaints about clothes for work, "scuff," and dress fell into the following categories: (1) desire for men to dress up more, (2) desire for more clothes, (3) desire for better quality clothes, and (4) desire for greater variety of clothes.

The factors reported as important to the men in work clothes were comfort, durability, and appearance. The factors reported as important in their dress clothes were comfort, appearance, and durability. The important factors in work clothes of women who worked away from home were style, comfort, and ease of care. The women indicated that fit, style, comfort, and color were most important in dressy dresses.

PROCEDURE

I. SELECTING THE SAMPLE

The sample for this study consisted of married couples and individuals age 65 and over living in Abilene, Kansas. The people who participated in the study were a segment of the total sample used in a clothing flow study sponsored by the Kansas Agricultural Experiment Station. The sample for the entire investigation was drawn from Chase, Dickinson, Harvey, Marion, McPherson, and Morris counties in Kansas.

The sampling universe was limited to the 34 incorporated areas in these six counties because of the expense involved and the rural character of the counties themselves. A three per cent sample of the population age 65 and over was desired, and it was decided to draw this sample from ten towns chosen at random. The ten towns were determined with the help of the Kansas State University Statistical Laboratory so that a 15 per cent sample of those age 65 and over from each town would provide the total sample necessary.

The ten towns used in the total sample were Abilene, Burns, Canton, Hesston, Latimer, Lincolnville, Lindsborg, Manchester, Strong City, and Walton. The names of all those age 65 and over in each of the ten towns were obtained from the 1966 county enumeration records. Every sixth name was taken from each of the lists to provide a 15 per cent random sample. Persons residing in an institution were not included in the sample; whenever the name of a person living in a rest home was

drawn, the next name on the list was used. To obtain the proportion of men needed, the husbands of the women whose names were drawn were used. This was necessary because the census listed few single men; however, this procedure may have introduced some bias in the findings.

II. PREPARING THE INTERVIEW SCHEDULE
AND PRE-TESTING

The interview schedule used was developed for the over-all study. It contained the following sections: (1) identification and socio-economic classification data, (2) wardrobe inventories, (3) considerations in selecting certain outer garments, (4) health or physical conditions affecting the type of clothing worn, (5) the way in which the purpose affected the choice of a garment, (6) descriptions, reasons, and information pertaining to the flow of the most and least liked outer garments through the wardrobes of the respondents, and (7) information concerning the respondents' recently discarded garments. The schedule was planned so the interviewer could check the appropriate responses or write in the short open-ended replies.

The schedule was pre-tested in Wilsey, Cedar Point, and Manhattan, Kansas and then refined for use in the over-all study.

III. COLLECTING THE DATA

After the names of those to be interviewed were drawn, the selected people were visited with no previous contact. It was believed that they would be more likely to refuse over the telephone than when

they were contacted in person. Also, these elderly people might forget when an appointment was set up and fail to be at home when the interviewer called. Whenever there were refusals or it was impossible to interview any of the selected people, the next name on the list was used.

The interviewer recorded each respondent's answers as they were given. Since there are many possible considerations when selecting a garment, respondents were shown cards listing possibilities to help them recall what they considered. Whenever an individual indicated that he had at least two garments in a category, he was asked if he had one he liked most and one he liked least. Most of the data concerning the men's clothing were obtained from their wives.

IV. ANALYTICAL METHODS USED

Descriptive analysis and frequency distributions were used to present the general characteristics of the sample and to describe the general trends of the responses to each question concerning the most and least liked garments.

In the statistical analysis, the chi-square test of significance was used to help determine whether differences between the categories and groups were attributable to chance or whether they were actual differences. The chi-square value was determined by using the following formula:

$$\chi^2 = \frac{(\text{observed number} - \text{expected number})^2}{\text{expected number}}$$

In a contingency table for which there is no previous hypothesis, the number of degrees of freedom equals the number of rows minus one times

the number of columns minus one, or $(r - 1)(c - 1)$. A null hypothesis
is used when working with a contingency table. It is only when the chi-
square value is big enough to cause the null hypothesis to be rejected
that the test indicates a significant difference between the two groups.
The chi-square values determining the rejection level were read from a
table indicating the correct number of degrees of freedom and regions of
rejection for the .10, .05, and .01 levels.

CHAPTER IV

FINDINGS AND DISCUSSION

I. THE SAMPLE

The sample consisted of 160 men and women living in Abilene,
Kansas. A total of 66 men and 94 women were interviewed.

Age

The people interviewed ranged in age from 65 to 89 years. For
the purposes of this study respondents were divided into two age groups:
(1) those 65 through 74 years and (2) those 75 years and over. Table I
shows that there were 61 women in the younger age group and 33 women in
the older group. There were 43 men in the younger group and 23 in the
older group. Table XXII in the Appendix shows the ages of the respond-
ents grouped in five year intervals. The percentage distributions of
both men and women were similar; approximately two-thirds of each group
were under 75 years of age.

TABLE I

AGE OF RESPONDENTS

Age in Years	Women		Men	
	Number	Per Cent	Number	Per Cent
65 to 74	61	64.9	43	65.2
75 and over	33	35.1	23	34.8

Marital Status

All of the men in the sample were married, and over half of the women were married. Table II shows that among the women living alone, 36 were widows and only four were single. More married men than married women are indicated because more men were needed for the sample after the quota of women had been reached. Either the married men or their wives were interviewed to obtain the information concerning only the men's clothing.

TABLE II

MARITAL STATUS OF RESPONDENTS

Status	Women		Men	
	Number	Per Cent	Number	Per Cent
Married	54	57.1	66	100
Widowed	36	38.3	0	0
Single	4	4.3	0	0

Employment Status

Table III presents the employment status of the respondents and their husbands or wives. Not all of these people were 65 years old, but they were included because their employment status affected the house-hold in which the respondent lived. This accounts for more people being listed in the table than were included in the sample.

Only 14 per cent of the women were employed, and 5.6 per cent of these women worked half time or less. Over half of the women had never been employed, while over one-fourth were retired. Over one-fourth of the men were employed, with nine working more than half time and ten working half time or less. The remaining men, almost three-fourths of those interviewed, were retired.

TABLE III

EMPLOYMENT STATUS OF RESPONDENTS
AND THEIR SPOUSES

Status	Women		Men	
	Number	Per Cent	Number	Per Cent
More than half time	9	8.4	9	13.2
Half time or less	6	5.6	10	14.7
Not employed	63	58.9	0	0.0
Retired	29	27.1	49	72.1

Education

The education of the people interviewed ranged from five years of schooling through the Master's degree. Table IV shows the educational level when the respondents and their spouses were divided into those with eight years or less and those with more than eight years of schooling.

The men were almost evenly divided between the two groups, while a higher proportion of the women had completed more than eight years of schooling. Almost one-third of the women had completed eight years of

schooling or less, and over two-thirds of them had more than eight years
of education. Table XXIII in the Appendix presents a more detailed
division into educational levels.

TABLE IV

LEVEL OF EDUCATION OF RESPONDENTS
AND THEIR SPOUSES

Education	Women		Men	
	Number	Per Cent	Number	Per Cent
8 years or less	35	31	56	51
More than 8 years	78	69	54	49

Level of Income

Fifty-four households reported average incomes ranging from $498
to $6,000 per year. The remaining fifty-six households did not report
the amount of income. For analysis of this study, respondents were
divided into two groups: (1) those living below the poverty level as
defined by the Council of Economic Advisors and (2) those living above
the poverty level. Table V presents the distribution of married couples
and individuals in these two groups.

More than half of the married couples received over $3,000 a year,
which has been defined as the poverty dividing line. Among the households
consisting of only one individual, all of whom were women, two-thirds
were living below the poverty level. Only one-third of those living alone
had over $1,500 a year, the dividing line for individuals.

TABLE V

LEVEL OF INCOME FOR MARRIED COUPLES AND INDIVIDUALS

	Couples			Individuals	
Income	Number	Per Cent	Income	Number	Per Cent
Under $3,000	15	45.5	Under $1,500	14	66.7
$3,000 or over	18	54.5	$1,500 or over	7	33.3

Source of Income

The major source of income was reported by 105 households, with only five refusing to provide this information. The income was identified as coming from two major sources: (1) public sources of a set amount such as social security, pensions, and welfare and (2) combinations of private or public and private sources. Table VI lists the number of households receiving their income from the various dependent and independent sources.

Forty-seven households received their major income from dependent public sources, with over half of these depending solely upon social security. Fifty-eight households received their income from other sources, but forty of them still depended partially upon social security. Only eighteen households had completely independent incomes.

Length of Residence

Respondents had lived in Abilene from one to eighty years. In three-fourths of the households, the respondents had lived in Abilene

TABLE VI

MAJOR SOURCE OF INCOME AS REPORTED
BY 105 HOUSEHOLDS

Source	Number of Households
Dependent Sources	
Social security	26
Social security and pension	14
Social security and welfare	2
Pension	5
	$\overline{47}$
Independent Sources	
Social security and/or pension and interest from savings or income from property	15
Social security and current earnings	11
Social security and rent	10
Current earnings	9
Income from farms, oil wells, or business	5
Social security and farm income	4
Savings	2
Farm income and savings	1
Rent	1
	$\overline{58}$

for forty years or less, while those in one-fourth of the households had lived in Abilene for more than 40 years. Table XXIV in the Appendix lists the length of residence for each household in five year intervals.

II. CHARACTERISTICS OF THE MOST AND
LEAST LIKED GARMENTS

Number of Respondents Owning Each Garment

The only garment that was owned by all of the women interviewed was a coat. At least 93 per cent of the women also owned afternoon dresses, housedresses, and sweaters. Fifty-five per cent of the women owned blouses; less than half had jackets, shirts, and slacks. The actual number of women owning each type of garment and the number having one liked least and liked most are listed in Table VII.

Thirty-eight per cent of the women had a most liked housedress and sweater, and 48 per cent had a most liked coat. Fifty-seven per cent had a favorite afternoon dress. Sixteen per cent of the women had no garments in their wardrobes that they liked most. There were approximately twice as many most liked garments reported as there were least liked garments.

There were more women who had a coat they liked least than any other garment; 34 per cent had a least liked coat. There were also several women who had afternoon dresses, housedresses, and sweaters that they liked least. Thirty women, or 32 per cent, had no garments that they liked least.

Among the men's garments, suits and dress shirts were owned by all the men. Ninety-seven per cent owned an overcoat, and at least 75

TABLE VII

WOMEN OWNING EACH GARMENT WHO HAD ONE
MOST AND ONE LEAST LIKED

Garment	Ownership		Most Liked		Least Liked	
	Number	Per Cent	Number	Per Cent	Number	Per Cent
Coat	94	100.0	46	48.9	32	34.0
Jacket	45	47.9	1	2.2	2	4.4
Afternoon dress	91	96.8	52	57.1	20	22.0
Housedress	88	93.6	34	38.6	17	19.3
Skirt	38	40.4	8	21.0	5	13.2
Blouse	52	55.3	15	28.8	9	17.3
Sweater	88	93.6	34	38.6	14	15.9
Slacks	7	7.4	1	14.3	0	0.0

per cent owned jackets, sweaters, trousers, work pants, and sport shirts. The actual number of men owning each type of garment and the number having one liked most and liked least are listed in Table VIII.

At least 25 per cent of the men had an overcoat, jacket, and suit that they liked most. Only one man had work pants that he liked most, and none had a most liked work shirt. Twenty-one men, or 31.8 per cent, had no most liked garments.

Twenty-four per cent of the men had a least liked suit, and 15 per cent had an overcoat that was liked least. None of the men had work pants or work shirts that were liked least. There were 35 men, or 54.6 per cent, who had no garments they liked least.

Reasons for Liking or Disliking the Garments

The most frequent reasons given by women for liking a garment were style, comfort, color, fit, appearance, weight, fabric, and ease of care. Style, comfort, color, fit, and appearance were especially important. Table IX lists the total number of times each reason was given and the frequency with which each reason was given for the specific garment categories.

The most frequent reasons for liking individual garments were very similar to the combined frequency list. However, there were some differences with a few of the garments. One of the main reasons for liking a skirt was that it went with other garments, and becomingness was a frequent reason for liking a blouse.

Style was either the first or second most frequent reason given for liking garments in six of the women's categories. Comfort and fit

TABLE VIII

MEN OWNING EACH GARMENT WHO HAD ONE
MOST AND LEAST LIKED

Garment	Ownership		Most Liked		Least Liked	
	Number	Per Cent	Number	Per Cent	Number	Per Cent
Overcoat	64	97.0	17	26.6	10	15.6
Jacket	59	89.4	15	25.4	5	8.5
Sweater	51	77.3	10	19.6	6	11.8
Suit	66	100.0	24	36.4	16	24.2
Trousers	60	90.9	12	20.0	7	11.7
Work pants	50	75.8	1	2.0	0	0.0
Dress shirt	66	100.0	6	9.1	1	1.5
Sport shirt	54	81.8	9	16.7	4	7.5
Work shirt	39	59.1	0	0.0	0	0.0

TABLE IX

FREQUENCY OF REASONS FOR LIKING WOMEN'S GARMENTS

Reasons for Liking	Coats	Jackets	Afternoon Dresses	House-dresses	Skirts	Blouses	Sweaters	Slacks	Total
Style	12	0	19	8	2	6	9	0	56
Comfort	12	1	11	6	1	2	7	0	43
Color	8	0	16	9	1	1	8	0	43
Fit	9	1	9	7	2	3	4	0	35
Appearance	4	0	8	4	0	1	6	0	23
Weight	11	0	0	0	0	0	7	0	18
Fabric	3	0	7	6	1	1	0	0	18
Ease of Care	2	0	8	5	0	0	0	1	18
Warmth-coolness	8	0	0	1	0	2	1	0	13
Easy to get on	1	1	1	2	0	0	0	0	9
Becoming	0	0	1	0	0	1	0	0	7
Goes with others	1	0	0	0	2	3	1	0	6
Practical	0	0	0	1	0	2	1	0	5
Sentiment	1	0	0	0	0	0	1	0	5
Ease of washing	0	0	0	1	0	0	1	0	4
Versatile	0	0	1	0	0	1	0	0	4
Doesn't show soil	0	0	1	0	0	0	2	1	3
Newer	2	0	0	0	1	0	0	0	2
All-purpose	2	0	0	0	0	0	0	0	2
Appeals	0	0	1	0	0	0	0	0	2
All-season	0	0	2	0	0	0	0	0	2
All-weather	2	0	0	0	0	0	0	0	2
Quality	0	0	1	0	0	0	0	0	1
Wears well	0	0	0	0	0	1	0	0	1
Others like it	1	0	0	0	0	0	0	0	1
Old favorite	0	0	1	0	0	0	0	0	1
Different	0	0	0	0	0	0	1	0	1
Fiber	0	0	0	0	0	0	1	0	1
Always ready to go	0	0	1	0	0	0	0	0	1

were given as reasons for liking garments in the greatest number of cat-
egories; the only category in which it was not listed was women's slacks.
The categories in which warmth-coolness and weight were important were
women's coats and sweaters.

The most frequent reasons given by the women for disliking a gar-
ment were style, fit, color, weight, warmth-coolness, discomfort, and
old or worn. Style and fit far outranked the other reasons. The total
number of times each reason was given and the frequency with which it
was given for the specific garment categories are listed in Table X.

The most frequent reasons for disliking specific garments were
almost the same as the combined frequency list. Style and fit were
either the first or second most frequent reasons for disliking garments
in six of the seven women's categories with responses. Fit was not
mentioned as a reason for disliking women's jackets, and style was not
one of the most frequent reasons for disliking women's sweaters.

Fabric and ease of care were not among the most frequent reasons
mentioned for disliking a garment although they were fairly frequent
reasons given for liking women's garments. Comfort was one of the most
important reasons for liking a garment, but it was a much less important
reason for disliking a garment.

The most frequent reasons given for liking men's garments were
fit, appearance, comfort, warmth-coolness, weight, color, style, and
fabric. Fit, appearance, comfort, and warmth-coolness were especially
important. Table XI lists the total number of times each reason was
given and the frequency with which it was given for each of the men's
garment categories.

TABLE X

FREQUENCY OF REASONS FOR DISLIKING WOMEN'S GARMENTS

Reasons for Disliking	Coats	Jackets	Afternoon Dresses	House-dresses	Skirts	Blouses	Sweaters	Slacks	Total
Style	10	1	8	7	4	6	1	0	37
Fit	9	0	7	10	1	4	3	0	34
Color	8	0	2	3	0	0	2	0	15
Weight	6	0	1	0	0	1	2	0	10
Warmth-coolness	5	0	2	0	0	0	1	0	8
Discomfort	1	1	1	1	0	0	3	0	7
Old or worn	3	0	0	0	1	0	2	0	6
Appearance	1	0	0	1	0	1	1	0	4
Unbecoming	1	0	2	0	0	0	1	0	4
Hard to get on	0	0	1	2	0	1	0	0	4
Impractical	1	0	0	0	1	0	1	0	3
Faded Color	0	0	0	3	0	0	0	0	3
Tired of it	1	0	0	1	0	0	0	0	2
Hard to care for	0	0	1	0	0	0	1	0	2
Fabric	1	0	0	0	0	0	0	0	1
Shows lint	1	0	0	0	0	0	0	0	1
Others dislike it	1	0	0	0	0	0	0	0	1
Poor choice	1	0	0	0	0	0	0	0	1
Ready-made	0	0	0	1	0	0	0	0	1
Fiber	0	0	0	0	0	0	1	0	1

TABLE XI

FREQUENCY OF REASONS FOR LIKING MEN'S GARMENTS

Reasons for Liking	Over-coats	Jackets	Sweaters	Suits	Trousers	Work Pants	Dress Shirts	Sport Shirts	Work Shirts	Total
Fit	1	1	3	9	6	0	1	3	0	24
Appearance	4	4	1	8	4	0	0	0	0	21
Comfort	3	7	1	3	2	0	0	2	0	18
Warmth-coolness	2	8	5	1	1	0	0	0	0	17
Weight	5	6	2	1	0	0	0	0	0	13
Color	1	1	0	6	0	0	1	3	0	12
Fabric	0	0	0	0	1	0	1	2	0	10
Ease of care	0	0	0	1	0	0	1	1	0	6
Becoming	2	0	0	0	1	0	0	0	0	3
Goes with others	0	0	1	0	0	0	0	1	0	2
Practical	1	0	0	1	1	0	0	0	0	2
Newer	1	0	0	0	0	0	0	0	0	2
Ease of donning	1	0	0	0	0	0	0	0	0	1
Sentiment	1	0	0	0	0	0	0	0	0	1
Ease of washing	0	0	0	0	0	0	0	0	0	1
All-purpose	1	0	0	1	1	0	0	0	0	1
Appeals	0	0	0	1	0	0	0	1	0	1
All-season	0	0	0	1	0	0	0	0	0	1
Quality	0	0	0	0	0	0	0	0	0	1
Wears well	0	0	0	1	0	0	0	0	0	1
Suited to act's	1	0	0	0	0	0	0	0	0	1
Tailor made	0	0	0	0	0	0	0	0	0	1
Durable	0	0	0	0	0	1	0	0	0	1

As with the women's garments, the most frequent reasons for liking individual garments were very similar to the combined frequency list. However, weight was given as the most frequent reason for liking men's overcoats, and style was not mentioned at all. The only reason given for liking work pants was durability.

Fit was cited as a reason for liking garments in the greatest number of men's categories; the only category with a response in which it was not listed was that of work pants. The categories in which warmth-coolness and weight were important reasons were the protective ones: overcoats, jackets, and sweaters.

The most frequent reasons for disliking men's garments were fit, style, color, and weight. Fit was mentioned much more often than any of the other reasons. The total number of times each reason was given and the frequency with which it was given for the specific garment categories are listed in Table XII.

The most frequent reasons for disliking specific men's garments were almost the same as the combined frequency list. Fit and style were either the first or second most frequent reasons given for disliking individual garments in all of the men's categories with responses.

There were some important differences between the men's lists of reasons for liking or disliking a garment. Style was the second most frequent reason for disliking a garment, while it was listed seventh among the reasons for liking a garment. Comfort was the third most frequent reason for liking a garment, but it was one of the least frequent reasons for disliking a garment. It is possible that the men did not

TABLE XII

FREQUENCY OF REASONS FOR DISLIKING MEN'S GARMENTS

Reasons for Disliking	Over coats	Jackets	Sweaters	Suits	Trousers	Work Pants	Dress Shirts	Sport Shirts	Work Shirts	Total
Fit	3	1	2	5	2	0	1	1	0	15
Style	0	0	2	2	3	0	1	2	0	10
Color	0	0	2	3	0	0	2	1	0	8
Weight	5	1	1	1	0	0	0	0	0	8
Appearance	0	0	0	3	2	0	0	0	0	5
Tired of it	1	0	0	4	0	0	0	0	0	5
Old or worn	3	0	0	1	0	0	1	1	0	4
Fabric	0	0	0	2	0	0	0	0	0	4
Warmth-coolness	0	2	0	0	0	0	0	0	0	2
Discomfort	1	0	1	0	0	0	0	0	0	2
Shows lint	0	1	0	1	0	0	0	0	0	2
Hard to care for	1	0	0	0	0	0	0	0	0	1
No longer need	1	0	0	0	0	0	0	0	0	1
Quality	0	0	0	1	0	0	0	0	0	1

differentiate between fit and comfort, so that when they gave fit as the
most frequent reason for disliking a garment, they also meant discomfort.

Average Cost

The average costs for the most liked and least liked women's gar-
ments are shown in Table XIII. The average costs for the least liked
coats, jackets, and afternoon dresses were more than the average costs
for the same most liked garments. The most liked housedresses, skirts,
and sweaters had higher average costs than the same least liked garments,
while the average price for both categories of blouses were the same.

The average costs for the men's garments are given in Table XIII.
Among the men's garments, the least liked overcoats and sweaters had
average costs higher than those for the same most liked garments. The
most liked jackets, suits, and trousers cost more than the same least
liked garments. No comparisons could be made between the last four cate-
gories of work pants, dress shirts, sport shirts, and work shirts; there
were no least liked work pants and work shirts, and no figures were given
on the cost of the least liked dress or sport shirts.

Years in the Wardrobe

Table XIV shows that for the women's garments, the average number
of years in the wardrobe for both the most and least liked garments were
almost identical. Only the least liked blouse had been in the wardrobes
for one year longer than the most liked blouse.

The average number of years that the men's garments had been in
their wardrobes are listed in Table XV. The men had owned their least

TABLE XIII

AVERAGE COSTS OF THE MOST AND
LEAST LIKED GARMENTS

Garment	Most Liked	Least Liked
Women's		
Coat	$44	$55
Jacket	10	13
Afternoon dress	25	31
Housedress	6	4
Skirt	18	12
Blouse	3	3
Sweater	7	4
Slacks	7	–
Men's		
Overcoat	$32	$39
Jacket	18	9
Sweater	5	11
Suit	63	42
Trousers	12	8
Work pants	4	–
Dress shirt	4	–
Sport shirt	3	–
Work shirt	–	–

TABLE XIV

AVERAGE NUMBER OF YEARS IN THE WARDROBE AND NUMBER OF
YEARS WOMEN'S GARMENTS WILL BE KEPT

Garment	Years in Wardrobe	Years it Will Be Kept	Total
Most Liked			
Coat	4	2	6
Jacket	8	less than 1	less than 9
Afternoon dress	3	2	5
Housedress	2	1	3
Skirt	4	2	6
Blouse	2	2	4
Sweater	3	3	6
Slacks	1	5	6
Least Liked			
Coat	4	2	6
Jacket	8	less than 1	less than 9
Afternoon dress	3	12	15
Housedress	2	1	3
Skirt	4	1	5
Sweater	3	3	6
Slacks	−	−	−

TABLE XV

AVERAGE NUMBER OF YEARS IN THE WARDROBE AND NUMBER OF
YEARS MEN'S GARMENTS WILL BE KEPT

Garment	Years in Wardrobe	Years it Will Be Kept	Total
Most Liked			
Overcoat	3	4	7
Jacket	3	3	6
Sweater	2	less than 1	less than 3
Suit	6	3	9
Trousers	2	1	3
Work pants	1	less than 1	less than 2
Dress shirt	3	2	5
Sport shirt	3	8	11
Work shirt	-	-	-
Least Liked			
Overcoat	9	2	11
Jacket	2	1	3
Sweater	3	3	6
Suit	7	1	8
Trousers	4	1	5
Work pants	-	-	-
Dress shirt	2	less than 1	less than 3
Sport shirt	1	1	2
Work shirt	-	-	-

liked overcoats, sweaters, suits, and trousers longer than the same most liked garments. Only the most liked jackets, dress shirts, and sport shirts were older than the same least liked garments, and they were only one or two years older.

Years Garments Will Be Kept

Table XIV shows how much longer the women expected to keep their garments. In the case of one of the most expensive items, afternoon dresses, the least liked garment will be kept longer than the most liked. For all the other categories, the most liked garments will be kept the same number of years or one year longer than the least liked garments.

Table XV shows that the men expected to keep a majority of their most liked garments longer than those they liked least. The only least liked garment they planned to keep longer was a sweater. The men expected to keep most of their favorite garments for at least two years longer than the same least liked garments.

Total Years in the Wardrobe

When the total number of years the women's garments will be in the wardrobes were compared, the least liked afternoon dress will be in the wardrobe three times as long as the most liked afternoon dress. This may be because the least liked afternoon dresses are worn less often so they will be kept much longer in order to get a sufficient amount of wear out of them. The only most liked garment that will be owned longer than the same least liked garment is the skirt, and it will be in the wardrobes for only one year longer. The remaining most liked and least liked garments will be in the women's wardrobes the same number of years.

When the total number of years for the men's garments are compared, the most liked jackets, suits, dress shirts, and sport shirts will be in the wardrobes longer than the same least liked garments. The least liked overcoats, sweaters, and trousers will be in the wardrobes longer than the same least liked garments. Again this may be to get a sufficient amount of wear out of them since they are fairly expensive items and may not be worn too frequently.

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III. A COMPARISON OF THE MOST AND

LEAST LIKED GARMENTS

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The chi-square test was used to study differences between the most and least liked garments on the basis of each of the following aspects: purpose, manner of acquisition, frequency of wear, reason for discarding, and what will eventually be done with the garments. The tests were run separately on the men and women's garments.

Purpose for Which Garments Were Worn

Table XVI shows the purpose for which the most and least liked garments were worn. Among the women's garments a higher percentage of the most liked garments were worn for dress-up than were the least liked; this was 45.4 per cent for the most liked garments and 32.4 per cent for the least liked garments. In both the most and least liked categories, 41.2 per cent were worn for all-purpose garments. The percentage of least liked garments worn for work was about twice as great as that of the most liked garments worn for work. The chi-square test indicated that these differences were significant (.05 level).

TABLE XVI

PURPOSE FOR WHICH MOST AND LEAST LIKED
GARMENTS WERE WORN

Purpose	Most Liked		Least Liked	
	Number	Per Cent	Number	Per Cent
Women's**				
Dress-up	88	45.4	33	32.4
All-purpose	80	41.2	42	41.2
Work	19	9.8	19	18.6
Other	7	3.6	8	7.8
Men's				
Dress-up	46	47.4	20	41.7
All-purpose	44	45.4	22	45.8
Work	1	1.0	1	2.1
Other	6	6.2	5	10.0

** Differences between women's garments were significant (.05 level).

Among the men's garments, the percentages of the most and least liked garments worn for each purpose were quite similar. Therefore, there were no significant differences between the two categories. The greatest number of the most liked garments, 47.4 per cent, were worn for dress-up, with those worn for all-purpose being only two per cent less. Only one per cent of the most liked garments were worn for work. Among the least liked garments the greatest number, 45.8 per cent, were worn for all-purpose, while those worn for dress-up comprised 41.7 per cent. Only two per cent of the least liked men's garments were worn for work.

Manner in Which Garments Were Acquired

Table XVII lists the number and per cent for each method by which the most and least liked garments were acquired. Approximately half of both the most and least liked women's garments were purchased at the regular price. Fifteen per cent of the least liked and 12.8 per cent of the most liked garments were bought on sale. The percentage of the most liked garments made at home was almost twice that of the least liked garments acquired in this manner. The actual figures were 13.9 per cent for the most liked and 7.1 per cent for the least liked garments. Approximately one-fourth of both groups of women's garments were gifts. None of these differences were statistically significant.

Among the men's garments 55.3 per cent of the most liked and 63.6 per cent of the least liked garments were purchased at the regular price. Sixteen per cent of the most liked and 18.2 per cent of the least liked garments were bought on sale. None of the reported men's garments were made at home, and gifts comprised 27.6 per cent of their most liked and

TABLE XVII

MANNER IN WHICH MOST AND LEAST LIKED
GARMENTS WERE ACQUIRED

	Most Liked		Least Liked	
Manner in Which Acquired	Number	Per Cent	Number	Per Cent
Women's				
Regular price	92	49.2	50	50.5
On sale	24	12.8	15	15.1
Made at home	26	13.9	7	7.1
A gift	43	23.0	27	27.3
Other	2	1.1	0	0.0
Men's				
Regular price	52	55.3	28	63.6
On sale	15	16.0	8	18.2
Made at home	0	0.0	0	0.0
A gift	26	27.6	8	18.2
Other	1	1.1	0	0.0

18.2 per cent of their least liked garments. These differences were not great enough to be significant.

Frequency with Which Garments Were Worn

Table XVIII lists the frequency with which the most and least liked garments were worn in season, and the differences for both the men's and women's garments were significant (.01 level). Among the women's garments, one each of the most and least liked had not yet been worn at the time of the interview. Twenty per cent of the most liked garments were worn almost every day, while only four per cent of the least liked garments were worn that frequently. Over half, or 55.3 per cent, of the most liked garments were worn at least once a week, while 41 per cent of the least liked garments were worn that often.

Only 15.3 per cent of the most liked women's garments were worn as infrequently as twice a month, while 19 per cent of the least liked garments were worn that infrequently. Only 4.2 per cent of the most liked garments were worn as seldom as once a month, while 8.0 per cent of the least liked garments were worn less than once a month, and 13 per cent of the least liked garments were not worn at all.

Among the men's garments, there were none reported that had not yet been worn at the time of the interview. Over 30 per cent of the men's most liked garments were worn almost every day, while only 8.3 per cent of the least liked garments were worn that often. Over half of the most liked garments, or 55.8 per cent, were worn at least once a week, while only 27.1 per cent of the least liked garments were worn that frequently.

TABLE XVIII

FREQUENCY WITH WHICH MOST AND LEAST LIKED GARMENTS WERE WORN IN SEASON***

Frequency of Wear	Most Liked Women's Garments	Per Cent	Least Liked Women's Garments	Per Cent	Most Liked Men's Garments	Per Cent	Least Liked Men's Garments	Per Cent
Has not yet been worn	1	0.5	1	1.0	0	0.0	0	0.0
Almost every day	38	20.0	4	4.0	29	30.5	4	8.3
At least once a week	105	55.3	41	41.0	53	55.8	13	27.1
At least twice a month	29	15.3	19	19.0	8	8.4	3	6.3
At least once a month	8	4.2	8	8.0	3	3.2	8	16.7
Less than once a month	9	4.7	14	14.0	2	2.1	10	20.8
Was not worn	0	0.0	13	13.0	0	0.0	10	20.8

*** Differences between both women's and men's garments were significant (.01 level).

Only 8.4 per cent of the most liked and 6.3 per cent of the least
liked garments were worn at least twice a month. Among the most liked
garments, only 3.2 per cent were worn as infrequently as once a month,
while 16.7 per cent of the least liked garments were worn that infre-
quently. Only 2.1 per cent of the most liked garments were worn less
than once a month, but 20.8 per cent of the least liked men's garments
were worn less than once a month, and another 20.8 per cent of the least
liked garments were not worn at all.

Reasons for Discarding Garments

Table XIX shows the frequency with which each reason was given in
the category for discarding women's garments. The differences between
the most and least liked garments were significant (.01 level). Among
the most liked garments, 57.7 per cent will be discarded because they are
worn and shabby. The other reasons, in order of importance, were as fol-
lows: tired of garment (13.6 per cent), will not discard garment (10.8
per cent), out of style (8.0 per cent), does not fit (3.8 per cent),
faded or stained (3.8 per cent), and too tight (2.3 per cent).

Among the women's least liked garments, the greatest number, or
27 per cent, will be discarded because they are worn and shabby. The
other responses given for the least liked women's garments were as fol-
lows: dislikes garment (18.3 per cent), will not discard garment (17.4
per cent), tired of garment (13.9 per cent), out of style (6.1 per cent),
uncomfortable (3.4 per cent), faded or stained (3.4 per cent), poor
choice (1.7 per cent), too tight (0.9 per cent), too loose (0.9 per
cent), and not suited to activities (0.9 per cent).

TABLE XIX

REASONS FOR DISCARDING WOMEN'S MOST AND
LEAST LIKED GARMENTS***

Reason	Most Liked		Least Liked	
	Number	Per Cent	Number	Per Cent
Out of style	17	8.0	7	6.1
Does not fit	8	3.8	7	6.1
Too tight	5	2.3	1	0.9
Too loose	0	0.0	1	0.9
Uncomfortable	0	0.0	4	3.4
Poor choice	0	0.0	2	1.7
Dislikes garment	0	0.0	21	18.3
Tired of garment	29	13.6	16	13.9
Worn and shabby	123	57.7	31	27.0
Faded or stained	8	3.8	4	3.4
Not suited to act's	0	0.0	1	0.9
Will not discard	23	10.8	14	14.1

*** Differences were significant (.01 level).

Table XX lists the frequency with which each reason was given for discarding the most and least liked men's garments, and the differences were significant (.01 level). Among the most liked garments, 76.8 per cent will be discarded because they are worn and shabby. The other responses, in order of importance, were as follows: will not discard garment (14.1 per cent), tired of garment (3.0 per cent), dislikes garment (2.0 per cent), out of style (1.0 per cent), too tight (1.0 per cent), poor choice (1.0 per cent), and faded or stained (1.0 per cent).

Among the men's least liked garments, the greatest number, or 28 per cent, will be discarded because the men are tired of them. The other reasons for discarding the least liked garments were ranked in the following order: dislikes garment (26.0 per cent), worn and shabby (24.0 per cent), will not discard garment (6.0 per cent), too tight (4.0 per cent), out of style (2.0 per cent), uncomfortable (2.0 per cent), and faded or stained (1.0 per cent).

What Will Be Done With the Garments

Table XXI lists the frequency with which each response was given regarding what eventually will be done with each of the most and least liked garments. The differences between the two categories of women's garments were significant (.05 level). The greatest number of the women's most liked garments (46.1 per cent) will be given to an organization. The other responses, in order of frequency, were as follows: wear or use for another purpose (13.6 per cent), give it to someone else (11.7 per cent), do not know (10.7 per cent), keep it for future use (10.2 per cent), and destroy or throw it away (7.7 per cent).

TABLE XX

REASONS FOR DISCARDING MEN'S MOST AND
LEAST LIKED GARMENTS***

Reason	Most Liked		Least Liked	
	Number	Per Cent	Number	Per Cent
Out of style	1	1.0	1	2.0
Does not fit	0	0.0	0	0.0
Too tight	1	1.0	2	4.0
Too loose	0	0.0	0	0.0
Uncomfortable	0	0.0	1	2.0
Poor choice	1	1.0	0	0.0
Dislikes garment	2	2.0	13	26.0
Tired of garment	3	3.0	14	28.0
Worn and shabby	76	76.8	12	24.0
Faded or stained	1	1.0	1	2.0
Not suited to act's	0	0.0	0	0.0
Will not discard	14	14.1	6	12.0

*** Differences were significant (.01 level).

TABLE XXI

WHAT WILL BE DONE WITH THE MOST AND
LEAST LIKED GARMENTS

What Will Be Done With the Garments	Most Liked		Least Liked	
	Number	Per Cent	Number	Per Cent
Women's[**]				
Keep it for future use	21	10.2	10	9.4
Give it to someone else	24	11.7	19	17.9
Give to an organization	95	46.1	60	56.6
Sell it	0	0.0	1	0.9
Wear or use for another purpose	28	13.6	8	7.5
Destroy or throw away	16	7.7	5	4.8
Do not know	22	10.7	3	2.9
Men's				
Keep it for future use	14	13.8	3	6.8
Give it to someone else	8	7.8	3	6.8
Give to an organization	55	53.9	32	72.7
Sell it	1	1.0	0	0.0
Wear or use for another purpose	11	10.8	1	2.3
Destroy or throw away	8	7.8	4	9.1
Do not know	5	4.9	1	2.3

** Differences between women's garments were significant (.05 level).

The greatest number of the women's least liked garments (56.6 per cent) will also be given to an organization. The order of the other responses was slightly different: give it to someone else (17.9 per cent), keep it for future use (9.4 per cent), wear or use it for another purpose (7.5 per cent), destroy or throw it away (4.8 per cent), do not know (2.9 per cent), and sell it (0.9 per cent).

The differences among the men's garments were not statistically significant. The most frequent response for their most liked garments (53.9 per cent) was that they would be given to an organization. The other responses were ranked in the following order: keep it for future use (13.8 per cent), wear or use it for another purpose (10.8 per cent), give it to someone else (7.8 per cent), destroy or throw it away (7.8 per cent), do not know (4.9 per cent), and sell it (1.0 per cent).

Over 51 per cent of the men's least liked garments will be given to an organization. The other responses, in order of frequency, were as follows: destroy or throw it away (9.1 per cent), keep it for future use (6.8 per cent), give it to someone else (6.8 per cent), wear or use it for another purpose (2.3 per cent), and do not know (2.3 per cent).

IV. DIFFERENCES BETWEEN MOST AND LEAST LIKED GARMENTS
ATTRIBUTABLE TO SOCIO-ECONOMIC FACTORS

The chi-square test was used with both the women's and men's responses to determine whether there were any significant differences when each sex was divided according to age, level of education, level of income, and source of income.

Age

When the men and women were divided into age groups, there were no significant differences between the younger and older groups in their responses concerning any of the garment aspects.

Level of Education

Significant differences were found between some aspects of the women's garments when the women and their husbands were divided according to level of education. When the women were divided according to education, there was a significant (.10 level) difference between the reasons for discarding the most liked garments. None of those with eight years or less, but 11 per cent of those with more than eight years of school will discard their most liked garments because they are out of style. The other main differences were accounted for by the larger proportions of women with less education who will discard the garments because they do not fit or because they are tired of the garment, or else they will not discard the garments at all.

There was a significant (.05 level) difference between the education of wives and the frequency with which they wore their least liked garments. Larger proportions of those with eight years or less wore their least liked garments once a month or not at all. Larger proportions of those with more than eight years of school wore the garments almost every day or at least twice a month.

There were significant (.05 level) differences between the husbands' education and how the women's least liked garments were acquired and what will be done with their most liked garments. Among the women

whose husbands had eight years or less of school, larger proportions of
the least liked garments were purchased on sale, were made at home, or
were gifts. A larger proportion of those whose husbands had more educa-
tion purchased their least liked garments at the regular price. Larger
proportions of women whose husbands had less education planned to keep
their most liked garments for future use or give them to someone else.
Larger proportions of women whose husbands had more than eight years of
schooling planned to wear or use their most liked garments for another
purpose.

The men's level of education did not produce any significant dif-
ferences regarding any aspects of their most or least liked garments.

Level of Income

When the women were divided according to level of income, there
were significant (.10 level) differences regarding the manner in which
their least liked garments were acquired. Larger proportions of those
living below the poverty level purchased their least liked garments on
sale, made them at home, or received them as gifts. A larger proportion
of the women living above the poverty level purchased the garments at
the regular price.

There were no significant differences regarding any aspects of
the men's garments when the men were divided according to level of income.

Source of Income

When the women were divided according to source of income, there
were significant (.05 level) differences regarding several aspects of

their most liked garments. Larger proportions of those depending on
social security, pensions, or welfare purchased the garments on sale,
made them at home, or received them as gifts. A larger proportion of
women with independent incomes purchased their most liked garments at the
regular price.

A larger proportion of women with dependent incomes did not plan
to discard their most liked garments, while larger proportions of those
with independent incomes planned to discard their garments because they
are out of style, they do not fit, or they are faded or stained. Larger
proportions of the women with dependent incomes planned to keep their
most liked garments for future use, to give them to someone else, or to
destroy or throw them away. Larger proportions of those with independent
incomes planned to give the garments to an organization, to wear or use
them for another purpose, or they did not know what they would do with
them.

There were no significant differences when the men were divided
according to source of income.

SUMMARY AND RECOMMENDATIONS

I. SUMMARY

The purpose of this study was to identify selected factors influ-
encing the acquisition, use, and disposition of the most and least liked
outer garments of specified types in the wardrobes of people age 65 and
over. Influences in the socio-economic environment and garment char-
acteristics were studied.

A fifteen per cent random sample consisting of 66 men and 94
women age 65 and over was drawn from the 1966 enumeration records for the
town of Abilene, Kansas. An interview schedule was prepared, and the
selected people were visited in their homes with no previous contact.
The interviewer recorded each respondent's answers as they were given,
with the women also providing most of the information concerning their
husband's clothing.

The ages of those interviewed ranged from 65 to 89 years. Over
half of the women and all of the men were married. Thirty-eight per cent
of the women were widowed, and four per cent were single. Fourteen per
cent of the women and 27.9 per cent of the men were employed. Over half
of the women had never been employed, and 27 per cent were retired.
Seventy-two per cent of the men were retired. The education of the
people interviewed ranged from five years of schooling through the
Master's degree. Thirty-one per cent of the women had eight years of
school or less, and 51 per cent of the men had eight years or less.

The reported incomes ranged from $498 to $6,000 per year. Among the married couples, 45.5 per cent were living below the poverty level, while 66.7 per cent of those living alone had inadequate incomes. Of the 105 households reporting their major source of income, 47 depended on social security, pensions, or welfare. Fifty-eight households were partially or wholly supported by some independent source.

The length of time that the respondents had lived in Abilene ranged from one to 80 years, with those in only one-fourth of the households having lived there for more than 40 years.

The only garment owned by all of the women was a coat. However, most of the women also owned afternoon dresses, housedresses, and sweaters. Fifty-seven per cent had a most liked afternoon dress, 48 per cent had a most liked coat, and 38 per cent had a favorite housedress and sweater. There were about half as many least liked garments, with the largest number, or 34 per cent, having a coat that they liked least.

All of the men owned a suit and dress shirt, and 97 per cent owned an overcoat. At least 75 per cent also owned jackets, sweaters, trousers, work pants, and sport shirts. At least 25 per cent of the men had an overcoat, jacket, and suit that they liked most. Twenty-four per cent had a least liked suit, and 15 per cent had an overcoat that was liked least.

The most frequent reasons given by the women for liking a garment were style, comfort, color, fit, and appearance. The most important reasons for disliking the women's garments were style and fit; however, color, weight, warmth-coolness, discomfort, and wear were also frequently mentioned.

The most frequent reasons given for liking the men's garments were fit, appearance, comfort, and warmth-coolness. Fit was also the most important reason for disliking men's garments, with style, color, and weight also being frequent reasons.

There was no consistent relationship between the costs of the most and least liked garments or between the number of years the garments had been in the wardrobes. There was no consistent relationship between the number of years the women expected to keep their most and least liked garments. However, the men expected to keep most of their favorite garments for at least two years longer than the same least liked garments.

It was significant that more of the women's most liked garments than least liked were worn for dress-up, and twice as many least liked as most liked garments were worn for work. There were no significant differences among the men's most and least liked garments regarding the purpose for which they were worn. For both the men and women's garments, the largest percentage of the most liked was worn for dress-up, and the largest percentage of the least liked was worn for all-purpose.

There were no significant differences between the most and least liked garments regarding the manner in which they were acquired. Approximately half of both the most and least liked women's garments were purchased at the regular price, and approximately one-fourth were gifts. About twice as many most liked as least liked garments were made at home. Over half of the men's most and least liked garments were purchased at the regular price, with the next largest percentage of each group being gifts.

It was significant that the most liked garments were worn much
more frequently than those liked least. Among the women's garments, 20
per cent of the most liked and only four per cent of the least liked gar-
ments were worn almost every day. Thirteen per cent of the least liked
garments were not worn at all. Among the men's garments, over 30 per
cent of the most liked and only 8.3 per cent of the least liked were worn
almost every day. Over 20 per cent of the men's least liked garments
were not worn at all.

The differences in the reasons for discarding the most and least
liked garments were significant. Many more of the most liked than least
liked garments will be discarded because of wear rather than for some
other reason. The differences in what will be done with the women's most
and least liked garments were significant, but the differences between
the men's most and least liked garments regarding what will eventually be
done with them were not significant.

When the socio-economic factors were considered, age was not
related to any aspect of the most and least liked garments. The men's
level of education did not produce any significant differences regarding
any aspect of their most or least liked garments. Significant differ-
ences were found between some aspects of the women's garments when the
women and their husbands were divided according to level of education.
None of the women with eight years of school or less, but 11 per cent
of those with more than eight years will discard their most liked gar-
ments because they are out of style. Larger proportions of women with
less education will discard the garments because they do not fit or they

are tired of them, or they will not discard the garments at all. The women with less education wore their least liked garments less often than the women with more education.

Among the women whose husbands had eight years of school or less, larger proportions of the least liked garments were purchased on sale, were made at home, or were gifts, and a smaller proportion were purchased at the regular price. Larger proportions of women whose husbands had less education planned to keep their most liked garments for future use or give them to someone else. Larger proportions of those whose husbands had more than eight years of school planned to wear or use their most liked garments for another purpose.

Significantly larger proportions of women living below the poverty level purchased their least liked garments on sale, made them at home, or received them as gifts; more of those living above the poverty level purchased the garments at the regular price. However, when the men were divided according to level of income, there were no significant differences regarding any aspect of their most and least liked garments.

There were no significant differences between the men's most and least liked garments when the men were divided according to source of income; however, there were significant differences between the women's garments when considering the women's source of income. Larger proportions of women with dependent incomes purchased their most liked garments on sale, made them at home, or received them as gifts. A larger proportion of women with dependent incomes did not plan to discard their most liked garments, while more of those with independent incomes planned to discard

them because they were out of style, did not fit, or were faded or stained.
Larger proportions of women with dependent incomes planned to keep their
most liked garments for future use, give them to someone else, or destroy
them. Larger proportions of those with independent incomes planned to
give the garments to an organization or wear or use them for another pur-
pose.

II. RECOMMENDATIONS FOR FUTURE RESEARCH

This study of the most and least liked garments as a group has pro-
vided some general information concerning various aspects related to
satisfaction and dissatisfaction with certain garments in wardrobes of
elderly people. However, many differences are lost when garments as
different as afternoon dresses and housedresses are combined into one
group. A study of differences between individual garment categories
would help gain a better understanding of aspects related to satisfaction
or dissatisfaction.

Since the population is becoming increasingly urban, a clothing
flow study conducted in an urban area would help to achieve a broader
understanding of the problem. Different socio-economic factors influ-
encing the people could produce different patterns of action that need to
be understood.

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LITERATURE CITED

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APPENDIX A

TABLE XXII

AGE GROUPS OF RESPONDENTS

Age Group	Number of Women	Number of Men
65 to 69	31	14
70 to 74	30	29
75 to 79	24	12
80 to 84	7	9
85 to 89	2	2

TABLE XXIII

LEVEL OF EDUCATION OF RESPONDENTS
AND THEIR SPOUSES

Education	Number of Women	Per Cent	Number of Men	Per Cent
8 years or less	35	30.7	56	50.9
1 to 3 years of high school	23	20.2	14	12.7
4 years of high school	34	29.8	17	15.5
1 to 3 years of college	7	6.1	6	5.5
4 years of college	3	2.6	1	.9
Graduate or pro- fessional school	1	.9	2	1.8
Other (business college, Bible college, Academy)	11	9.6	14	12.7

TABLE XXIV

LENGTH OF RESIDENCE IN ABILENE

Number of Years	Number of Households
5 or less	17
6 to 10	3
11 to 15	7
16 to 20	8
21 to 25	17
26 to 30	9
31 to 35	8
36 to 40	12
41 to 45	5
46 to 50	7
51 to 55	3
56 to 60	2
61 to 65	3
66 to 70	2
71 to 75	2
76 to 80	3

APPENDIX B

IDENTIFICATION

County _____ Post Office _____

Sex: Male _____ Female _____   Age: Male _____ Female _____

Marital Status: Married _____ Widowed _____ Single _____ Divorced _____

CLOTHING FLOW STUDY

INTRODUCTION

Good morning (*afternoon*), I am _____
from Kansas State University. Your cooperation is needed in
a study now underway to learn more about clothing practices
of Kansans.

I would like to talk with you awhile about the clothes
you (*and your husband, if married*) wear. There are no "right"
or "wrong" answers to any of the questions I will ask. Your
answers will be combined with those of other Kansas residents
and you will not be personally identified in any way.

Do you have any questions?

May I come in and ask these questions now?

IF "YES" CONTINUE; IF "NO" TERMINATE INTERVIEW.

WARDROBE DATA

Let's begin by talking about the kinds of clothes you wear. Since it is sometimes difficult to recall just what clothes we have, here is a list of clothing items worn by many women. Perhaps it will help you think of garments you have in your wardrobe. (*Hand list to respondent.*)

There may be some types of garments listed that you do not have. I am interested only in those you have in your wardrobe.

1. Which of the items listed do you have?

2. How many _____ (*category*) do you have? (*Repeat question for each garment category in respondent's wardrobe.*)

Category	Items Owned	Number Owned
Coats		
Separate jackets		
Afternoon dresses, suits		
Housedresses		
Separate skirts		
Blouses		
Sweaters		
Slacks, jeans, shorts, etc.		

People differ in the things they consider when choosing a garment. This card lists a number of things that may be considered when selecting a garment. (*Hand list to respondent.*)

3. Will you look at the list, then tell me which of the things listed you consider when you choose a _____ (*category*) for yourself? (*Repeat for each category in respondent's wardrobe.*)

If there are other things you consider, will you tell me what you consider?

Category	Considerations
Coats	
Separate jackets	
Afternoon dresses, suits	
Housedresses	
Separate skirts	
Blouses	
Sweaters	
Slacks, jeans, shorts, etc.	

4. Does your health or physical condition affect the type of clothes you like to wear? Yes _____ No _____

   If yes, how?

5. Does the purpose for which you plan to use a garment affect the choice you make? Yes _____ No _____

   If yes, in what way?

   Now, I would like to ask you some questions about some of the clothes in your wardrobe. There are probably some garments you wear more often than others.

6. (*Ask only if there is more than one garment reported in a category.*) Will you describe the ____ (*category*) you like to wear best? (*Repeat for each applicable category in respondent's wardrobe.*)

7. Why do you like to wear this ____ (*category*) better than your other ____ (*category*)? (*Repeat for each applicable category in respondent's wardrobe.*)

Category	Description	Reasons Given
Coats		
Separate jackets		
Afternoon dresses, suits		
Housedresses		
Separate skirts		
Blouses		
Sweaters		
Slacks, jeans, shorts, etc.		

Garment Most Liked						

8. For what purpose is this garment worn?

    a. Dress-up occasions. . . . . . .

    b. All-purposes. . . . .

    c. Work. . . . .

    d. Other (*specify*) _____

9. How was this garment acquired?

    a. Purchased at regular price. . .

    b. Purchased on sale . . . .

    c. Made at home. . . . .

    d. Received as gift. . . . .

    e. Other (*specify*) _____

	Garment Most Liked, cont.						

10. What was the approximate cost or value of this garment when it was acquired?. . . . .

11. How often is this garment worn in season?

   a. Has not yet been worn. . . . .

   b. Almost every day . . . .

   c. At least once a week . . . . .

   d. At least twice a month . . . .

   e. At least once a month. . . . .

   f. Less than once a month . . . .

12. About how long has this garment been in your wardrobe? . . . . . .

13. About how much longer do you think you will keep this garment in your wardrobe?. . . . .

14. Why will this garment be discarded?

   a. Out of style . . . .

   b. Does not fit . . . .

   c. Too tight. . . . .

   d. Too loose. . . . .

   e. Uncomfortable to wear. . . . .

   f. Poor choice--color, texture. .

   g. Dislikes garment . . . .

   h. Tired of garment . . . .

	Garment Most Liked, cont.						

14. cont.

   i. Worn, shabby . . . .

   j. Faded, stained . . . .

   k. Not suited to activities . . .

   l. Other (*specify*) _____

15. What do you think will eventually
    be done with this garment?

   a. Keep it for future use . . . .

   b. Give it to someone else. . . .

   c. Give it to an organization . .

   d. Sell it. . . . .

   e. Wear or use it for another
      purpose. . . . .

   f. Destroy or throw it away . . .

   g. Don't know . . . .

   h. Other (*specify*) _____

16. (*Ask only if there is more than one garment reported in a category.*) Will
    you describe the _____ (*category*) you like to wear least? (*Repeat for each
    applicable category in respondent's wardrobe.*)

17. Why do you not like to wear this garment? (*Repeat for each applicable
    category in respondent's wardrobe.*)

Category	Description	Reasons Given
Coats		
Separate jackets		
Afternoon dresses, suits		
Housedresses		
Separate skirts		
Blouses		
Sweaters		
Slacks, jeans, shorts, etc.		

Garment Least Liked

18. For what purpose is this garment worn?

    a. Dress-up occasions . . . . . .

    b. All-purposes . . . .

    c. Work . . . .

    d. Other (*specify*) _____

19. How was this garment acquired?

    a. Purchased at regular price . .

    b. Purchased on sale. . . . . . .

    c. Made at home . . . .

    d. Received as a gift . . . . . .

    e. Other (*specify*) _____

20. What was the approximate cost or value of this garment when it was acquired?. . . . .

21. How often is this garment worn in season?

    a. Has not yet been worn. . . . .

    b. Almost every day . . . .

    c. At least once a week . . . . .

    d. At least twice a month . . . .

    e. At least once a month. . . . .

    f. Less than once a month . . . .

    g. Is not worn. . . . .

22. About how long have you had this garment? . . . .

23. About how much longer do you expect to keep this garment? . . .

24. Why will this garment be discarded?

    a. Out of style . . . .

    b. Does not fit . . . .

    c. Too tight. . . . .

    d. Too loose. . . . .

    e. Uncomfortable to wear. . . . .

    f. Poor choice--color, texture. .

    g. Dislikes garment . . . .

    h. Tired of garment . . . .

	Garment Least Liked, cont.					

24. cont.

    i. Worn, shabby . . . .

    j. Faded, stained . . . .

    k. Not suited to activities . . .

    l. Other (*specify*) _____

25. What do you think will eventually
    be done with this garment?

    a. Keep it for future use . . . .

    b. Give it to someone else. . . .

    c. Give it to an organization . .

    d. Sell it. . . . .

    e. Wear it for another purpose. .

    f. Use it for another purpose . .

    g. Destroy or throw it away . . .

    h. Don't know . . . .

    i. Other (*specify*). . . . .

26. Within the past year have you stopped wearing or discarded any clothing items
    of the types we have been discussing? Yes _____ No _____

    If yes, will you tell me what garments you have stopped wearing?

27. Have any of these garments been discarded? Yes _____ No _____

    Which garments have been discarded?

	Garments Discarded					

28. For what purpose had this garment been acquired?

    a. Dress-up occasions . . . . . .

    b. All-purposes . . . .

    c. Work . . . .

    d. Other (*specify*) _____

29. How was this garment acquired?

    a. Purchased at regular price . .

    b. Purchased on sale. . . . . . .

    c. Made at home . . . .

    d. Received as a gift . . . . . .

    e. Other (*specify*) _____

30. What was the approximate cost or value of this garment when it was acquired?. . . . .

31. How often was this garment worn in season?

    a. Had not been worn. . . . . . .

    b. Almost every day . . . .

    c. At least once a week . . . . .

    d. At least twice a month . . . .

    e. At least once a month. . . . .

    f. Less than once a month . . . .

    g. Don't remember . . . .

	Garments Discarded, cont.						

32. How long had this garment been
    in your wardrobe?. . . . .

33. Why was this garment discarded?

    a. Out of style . . . .

    b. Did not fit. . . . .

    c. Too tight. . . . .

    d. Too loose. . . . .

    e. Uncomfortable to wear. . . . .

    f. Poor choice--color, texture. .

    g. Disliked garment . . . .

    h. Tired of garment . . . .

    i. Worn, shabby . . . .

    j. Faded, stained . . . .

    k. Not suited to activities . . .

    l. Other (*specify*) _____

34. What was done with this garment?

    a. Used it for another purpose. .

    b. Gave it to another person. . .

    c. Sold it. . . . .

    d. Destroyed or threw it away . .

    e. Don't remember . . . .

    f. Other (*specify*) _____

		Garments Discarded, cont.			

35. Which discarded garments have
    been replaced? . . . .

36. Which discarded garments do you
    plan to replace? . . . .

37. Why will you not replace your _____ *(category)*? *(Repeat for all applicable categories.)*

Category	Reasons Given
Coats	
Separate jackets	
Afternoon dresses, suits	
Housedresses	
Separate skirts	
Blouses	
Sweaters	
Slacks, jeans, shorts, etc.	

PROCEED TO MAN'S WARDROBE OR CLASSIFICATION DATA, WHICHEVER IS APPLICABLE.

INTERVIEW SCHEDULE

(Men)

WARDROBE DATA

Now, let's discuss your husband's (*your, if male respondent*) clothing.

Here is a list of clothing items worn by many men. (*Hand list to respondent.*)

There may be some types of garments listed that your husband (*you*) does (*do*) not have. I am interested only in garments he has (*you have*) in his (*your*) wardrobe.

1. Which of the items listed does he (*do you*) have?

2. How many _____ (*category*) does he (*do you*) have? (*Repeat for each garment category in man's wardrobe.*)

Category	Items Owned	Number Owned
Overcoats, topcoats		
Jackets, windbreakers		
Sweaters		
Suits		
Trousers, slacks		
Work pants, levis, overalls		
Dress shirts		
Sport shirts		
Work shirts		

This card lists a number of things often considered when selecting a garment. (*Hand list to respondent.*)

3. Will you look at the list, then tell me which of the things listed are considered when you choose a _____ (*category*) for your husband (*yourself*)? (*Repeat for each category in man's wardrobe.*)

If other things are considered, will you tell me what they are?

Category	Considerations
Overcoats, topcoats	
Jackets, windbreakers	
Sweaters	
Suits	
Trousers, slacks	
Work pants, levis, overalls	
Dress shirts	
Sport shirts	
Work shirts	

4. Does your husband's (*your*) health or physical condition affect the type of clothes he (*you*) likes (*like*) to wear?   Yes _____   No _____

If yes, how?

5. Does the purpose for which your husband (*you*) plans (*plan*) to use a garment affect the choice in any way?   Yes _____   No _____

If yes, in what way?

   Now, I would like to ask some questions about some of the clothes in your husband's (*your*) wardrobe. There are probably some garments that are worn more often than others.

6. (*Ask only if there is more than one garment reported in a category.*) Will you describe the _____ (*category*) your husband (*you*) likes (*like*) to wear best? (*Repeat for each applicable category in man's wardrobe.*)

7. Why does (*do*) he (*you*) like to wear this _____ (*category*) better than another _____ (*category*)? (*Repeat for each applicable category in man's wardrobe.*)

Category	Description	Reasons Given
Overcoats, topcoats		
Jackets, windbreakers		
Sweaters		
Suits		
Trousers, slacks		
Work pants, levis, overalls		
Dress shirts		
Sport shirts		
Work shirts		

Garment Most Liked						

8. For what purpose is this garment worn?

   a. Dress-up occasions. . . . . . .

   b. All-purposes. . . . .

   c. Work. . . . .

   d. Other (*specify*) _____

9. How was this garment acquired?

   a. Purchased at regular price. . .

   b. Purchased on sale . . . .

   c. Made at home. . . . .

   d. Received as gift. . . . .

   e. Other (*specify*) _____

	Garment Most Liked, cont.					

10. What was the approximate cost or
value of this garment when it
was acquired?. . . . .

11. How often is this garment worn
in season?

    a. Has not yet been worn. . . . .

    b. Almost every day . . . .

    c. At least once a week . . . . .

    d. At least twice a month . . . .

    e. At least once a month. . . . .

    f. Less than once a month . . . .

12. About how long has this garment
been in your husband's (*your*)
wardrobe?. . . . .

13. About how much longer do you think
this garment will be kept in your
husband's (*your*) wardrobe? . . . .

14. Why will this garment be discarded?

    a. Out of style . . . .

    b. Does not fit . . . .

    c. Too tight. . . . .

    d. Too loose. . . . .

    e. Uncomfortable to wear. . . . .

    f. Poor choice--color, texture. .

    g. Dislikes garment . . . .

    h. Tired of garment . . . .

Garment Most Liked, cont.

14. cont.

    i. Worn, shabby . . . .

    j. Faded, stained . . . .

    k. Not suited to activities . . .

    l. Other (*specify*) _____

15. What do you think will eventually
     be done with this garment?

    a. Keep it for future use . . . .

    b. Give it to someone else. . . .

    c. Give it to an organization . .

    d. Sell it. . . . .

    e. Wear or use it for another
       purpose. . . . .

    f. Destroy or throw it away . . .

    g. Don't know . . . .

    h. Other (*specify*) _____

16. (*Ask only if there is more than one garment reported in a category.*) Will you
     describe the _____ (*category*) that your husband (*you*) like to wear least?
     (*Repeat for each applicable category in man's wardrobe.*)

17. Why does (*do*) he (*you*) not like to wear this garment? (*Repeat for each applic-
     able category in man's wardrobe.*)

Category	Description	Reasons Given
Overcoats, topcoats		
Jackets, windbreakers		
Sweaters		
Suits		
Trousers, slacks		
Work pants, levis, overalls		
Dress shirts		
Sport shirts		
Work shirts		

Garment Least Liked							

18. For what purpose is this garment worn?

a. Dress-up occasions . . . . . .

b. All-purposes . . . .

c. Work . . . .

d. Other (*specify*) _____

19. How was this garment acquired?

a. Purchased at regular price . .

b. Purchased on sale. . . . . . .

c. Made at home . . . .

d. Received as a gift . . . . . .

e. Other (*specify*) _____

	Garment Least Liked, cont.						

20. What was the approximate cost or
    value of this garment when it
    was acquired?. . . . .

21. How often is this garment worn
    in season?

    a. Has not yet been worn. . . . .

    b. Almost every day . . . .

    c. At least once a week . . . . .

    d. At least twice a month . . . .

    e. At least once a month. . . . .

    f. Less than once a month . . . .

    g. Is not worn. . . . .

22. About how long has (*have*) your
    husband (*you*) had this garment?. .

23. About how much longer do you think
    this garment will be kept in your
    husband's (*your*) wardrobe? . . . .

24. Why will this garment be discarded?

    a. Out of style . . . .

    b. Does not fit . . . .

    c. Too tight. . . . .

    d. Too loose. . . . .

    e. Uncomfortable to wear. . . . .

    f. Poor choice--color, texture. .

    g. Dislikes garment . . . .

	Garment Least Liked, cont.							

24. cont.

    h. Tired of garment . . . .

    i. Worn, shabby . . . .

    j. Faded, stained . . . .

    k. Not suited to activities . . .

    l. Other (*specify*) _____

25. What do you think will eventually be done with this garment?

    a. Keep it for future use . . . .

    b. Give it to someone else. . . .

    c. Give it to an organization . .

    d. Sell it. . . . .

    e. Wear it for another purpose. .

    f. Use it for another purpose . .

    g. Destroy or throw it away . . .

    h. Don't know . . . .

    i. Other (*specify*) _____

26. Within the past year has (*have*) your husband (*you*) stopped wearing or discarded any clothing items of the types we have been discussing? Yes _____ No _____

    If yes, will you tell me what garments are no longer being worn?

27. Have any of these garments been discarded? Yes _____ No _____

    Which garments have been discarded?

	Garments Discarded							

28. For what purpose had this garment been acquired?

    a. Dress-up occasions . . . . . .

    b. All-purposes . . . .

    c. Work . . . .

    d. Other (*specify*) _____

29. How was this garment acquired?

    a. Purchased at regular price . .

    b. Purchased on sale. . . . . . .

    c. Made at home . . . .

    d. Received as a gift . . . . . .

    e. Other (*specify*) _____

30. What was the approximate cost or value of this garment when it was acquired?. . . . .

31. How often was this garment worn in season?

    a. Had not been worn. . . . . . .

    b. Almost every day . . . .

    c. At least once a week . . . . .

    d. At least twice a month . . . .

    e. At least once a month. . . . .

    f. Less than once a month . . . .

    g. Don't remember . . . .

	Garments Discarded, cont.							

32. How long had this garment been in your husband's (*your*) wardrobe?. .

33. Why was this garment discarded?

a. Out of style								
b. Did not fit.								
c. Too tight.								
d. Too loose.								
e. Uncomfortable to wear.								
f. Poor choice--color, texture. .								
g. Disliked garment								
h. Tired of garment								
i. Worn, shabby								
j. Faded, stained								
k. Not suited to activities . . .								
l. Other (*specify*) _____								

34. What was done with this garment?

a. Used it for another purpose. .								
b. Gave it to another person. . .								
c. Sold it.								
d. Destroyed or threw it away . .								
e. Don't remember								
f. Other (*specify*) _____								

Garments Discarded, cont.							

35. Which discarded garments have
    been replaced? . . . .

36. Which discarded garments does
    (*do*) your husband (*you*) plan to
    replace? . . . .

37. Why will your husband's (*your*) _____ (*category*) not be replaced? (*Repeat for
    all applicable categories.*)

Category	Reasons Given
Overcoats, topcoats	
Jackets, windbreakers	
Sweaters	
Suits	
Trousers, slacks	
Work pants, levis, overalls	
Dress shirts	
Sport shirts	
Work shirts	

PROCEED TO CLASSIFICATION DATA

CLASSIFICATION DATA

In order to interpret the information you have given me about clothing, there is some general information I need about you (*and your husband, if married*).

1. Are you employed for pay more than half of the year, less than half of the year, not employed, or retired?

   More than half _____ Less than half _____ Not employed _____ Retired _____

   (*If employed*) What do you do?

   (*If retired*) What did you do before you retired?

2. (*If married*) Is your husband employed for pay more than half of the year, less than half of the year, not employed, or retired?

   More than half _____ Less than half _____ Not employed _____ Retired _____

   (*If employed*) What does he do?

   (*If retired*) What did he do before he retired?

3. (*If widowed*) What was your _____ (*spouse*) occupation?

4. How long have you lived in _____ (*name of town*)? Months _____ Years _____

5. What was the highest grade of school which you completed? _____

6. (*If married or widowed*) What was the highest grade of school your husband completed? _____

7. What is the major source of income? _____

   Your income has probably varied considerably over the years.

8. About how much was the highest yearly income? _____ The lowest? _____

   About how much is the average yearly income now? _____

        YOU HAVE BEEN VERY HELPFUL. THANK YOU VERY MUCH!

SOME CHARACTERISTICS ASSOCIATED WITH THE MOST LIKED
AND LEAST LIKED OUTER GARMENTS IN THE
WARDROBES OF PEOPLE AGE 65 AND OVER

by

NANCY CAROL GREY

B. S., Kansas State University, 1966

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AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Clothing, Textiles and Interior Design

KANSAS STATE UNIVERSITY
Manhattan, Kansas

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This study identified selected factors influencing acquisition, use, and disposition of most and least liked outer garments of specified types in wardrobes of people age 65 and over. Data were obtained through personal interviews of a random sample of 94 women and 66 men living in Abilene, Kansas.

Respondents reported approximately twice as many most liked as least liked garments. Women liked garments because of style, comfort, color, fit, and appearance. Major reasons for disliking women's garments were style and fit. Men liked garments because of fit, appearance, comfort, and warmth-coolness qualities. Fit was the major reason for disliking garments.

Cost of garments and number of years garments had been in wardrobes did not appear to be consistently associated with either satisfaction or dissatisfaction. However, men did expect to keep most of their favorite garments at least two years longer than their least liked garments.

The following significant differences concerning men and women's most and least liked garments were observed: purpose for which garment was acquired, frequency of wear, reasons for discarding, and method of disposal. More most liked than least liked women's garments were worn for dress-up, and more least liked garments were worn for work. Most liked garments were worn much more frequently than least liked. Many more most liked than least liked garments will be discarded because of wear. No significant differences were observed for method of garment acquisition.

There were significant differences between some aspects of women's garments when respondents were divided by amount and source of income and by level of education of both husband and wife. However, there were no significant differences between garments when respondents were divided according to age.